



Communication Link

Ask.
Listen.
Understand.
Achieve.

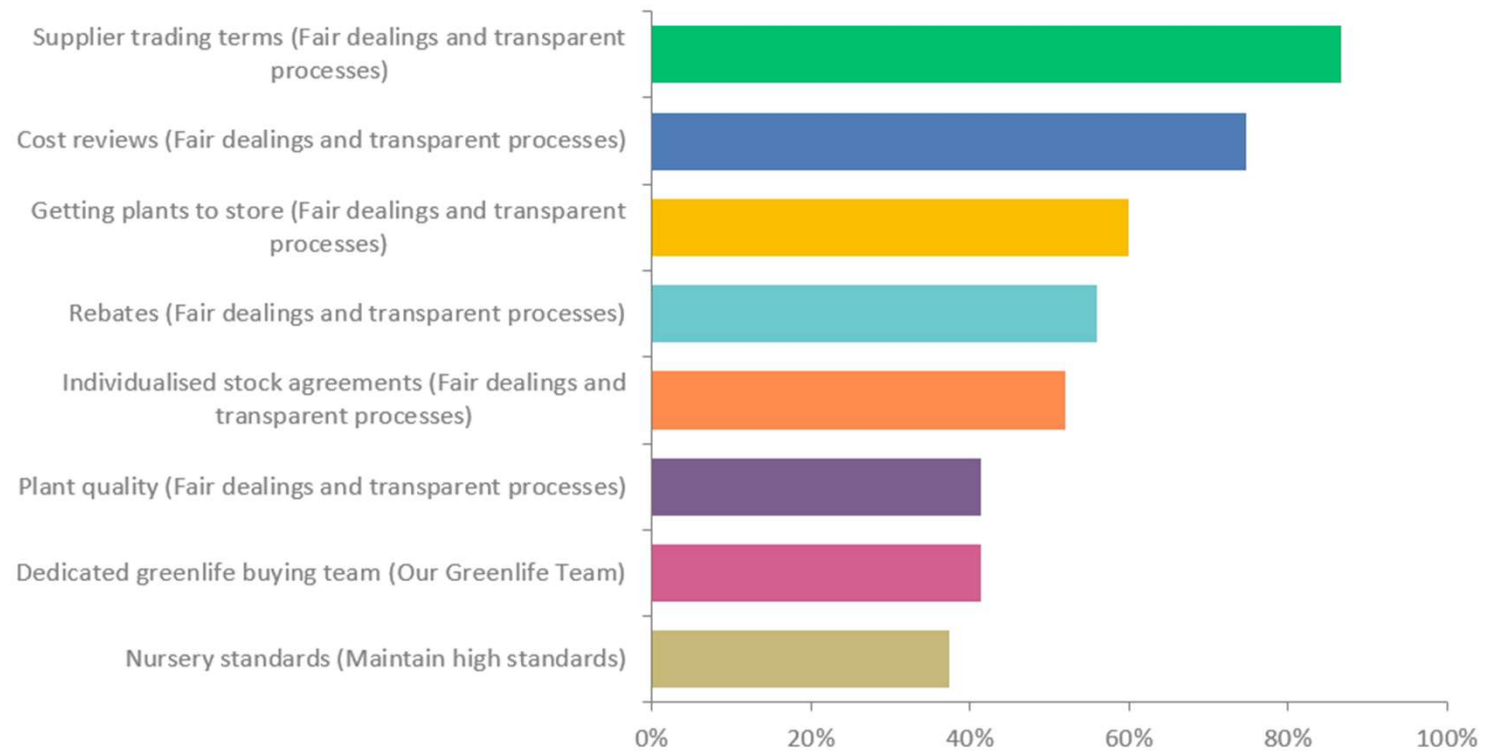
Preliminary high-level results

Statement of Principles Consultation

10 April 2025

Which principles are most important

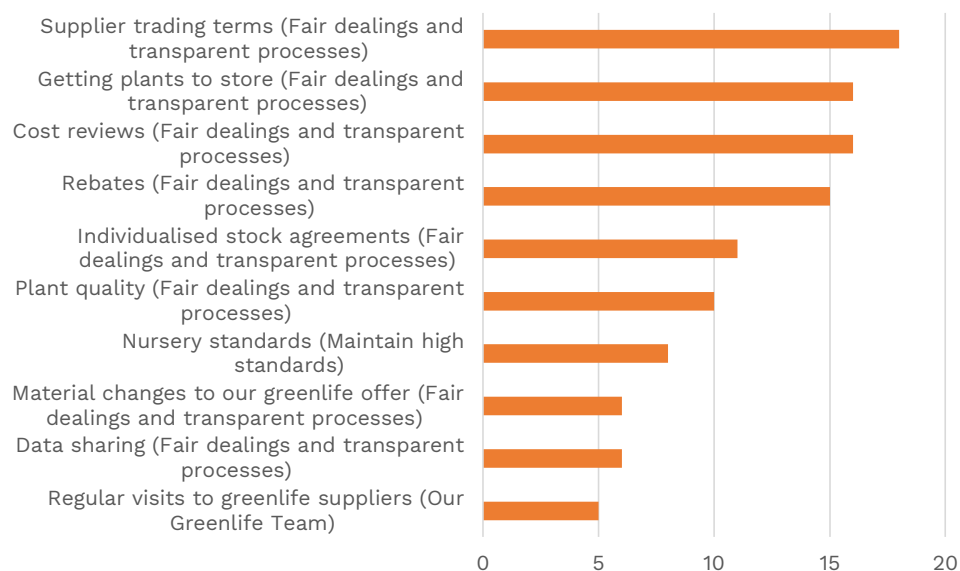
Survey responses



Which principles are most important

State breakdown

QLD Top 10



VIC Top 10



Which principles are most important

State breakdown

NSW Top 10



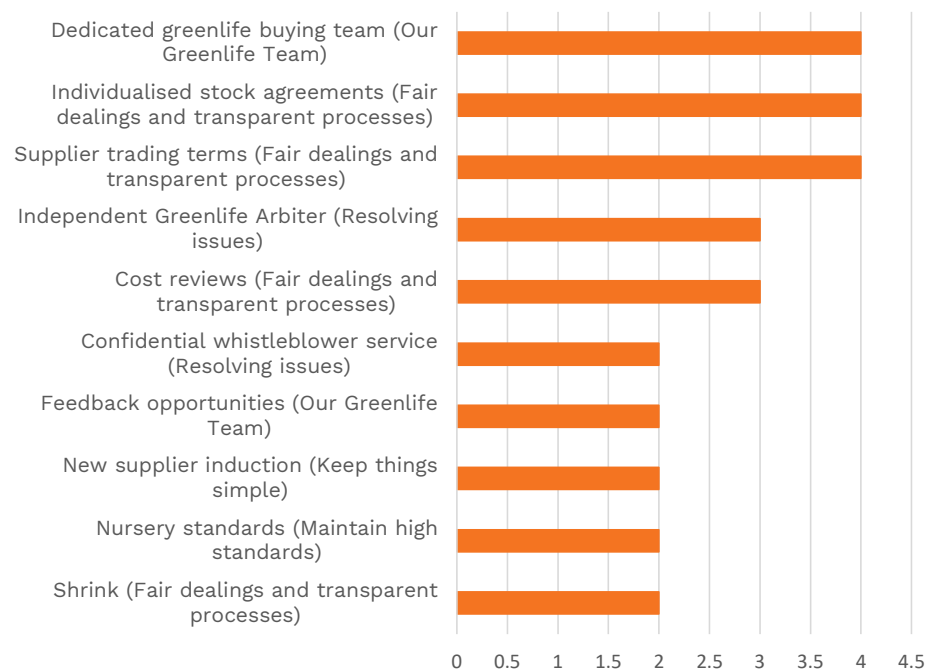
WA Top 10



Which principles are most important

State breakdown

SA Top 10



Why are these principles most important?

- 69 survey respondents answered this question
- 29 items of feedback through the interviews
- Key themes on why they were important:
 - **Impacts business success** – these principles are the one that have the ability to influence the success of individual businesses and the industry, including cost and trading term implications and the ability to undertaken long term planning.
 - **Plant quality** – principles that support high standards of plant quality
 - **Operational impacts** – influence the way the business will operate and interact with Bunnings.
 - **Relationship impacts** – principles that have the ability to improve communication and relationships between growers and Bunnings



Suggestions on how Bunnings should implement the principles

- 46 survey responses
- 15 items of feedback through the interviews
- Feedback includes:
 - **Communication** – open and transparent communication. Systems and culture to support and encourage communication between suppliers and Bunnings.
 - **Leadership** – Leadership from senior management will be important to effective implementation – ‘doing what you say you will’.
 - **Training** – supporting buyer, store leaders and team members to deliver on the intent of this document.
 - **Working Group** – effectiveness of the Working Group is important.
 - **Measurement** – finding ways to quantitatively measure achievements against this Statement.
 - **Small business impacts** – suggestions this will further enable larger businesses to have stronger relationships with Bunnings.
 - **Relationship with supplier agreements** – A number of comments related to explicit details in supplier agreements as they relate to the Statement.



What is missing?

- 32 survey respondents answered this question
- 54 items of feedback through the interviews
- Key feedback in general order of frequency were:
 - **Buyers' communication and culture** - An emphasis on buyer culture and relationships with suppliers, including response times, requesting visits and general communication. Training buyers in appropriate behaviour.
 - **Statement format and language** – Diverse views about the informal style of the document. Suggestions that numbered paragraphs would be useful.
 - **Nothing is missing** – 7 responses suggested the statement was comprehensive
 - **Review of Xdock** – The need for a review and changes to the Xdock including process of rejection of goods.
 - **Consultation** - More consultation on long term planning and business practices to grow the industry
 - **Role of GIA** – some suggestions that GIA and its contribution and continuing role should be highlighted in the document.



Will the statement improve the working relationship you have with Bunnings?

We asked this question in our interviews.

Of the 11 growers interviewed the majority thought it would improve relationship, but there were some that were neutral or didn't expect it to have a positive impact.

The most frequent feedback was:

- Seeing improved communication from buyers and more senior representatives already which was needed and is good.

Some growers also provided this feedback:

- That there is a continued role for GIA in order to get the full benefits from this work.
- That the principles were too vague and generally puts into writing practices that already or should exist. They were considered difficult to enforce or measure.
- Interested to see if Bunnings is able to deliver on this – 'time will tell'.

